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## Clickshare applauds open market transaction patents as validating technologies based on internet diversity

WILLIAMSTOWN, Mass., March 4, 1998 -- The award of three patents to Open Market Inc. is a welcome development because it tends to confer credibility on a new class of technologies which leverage the Internet's diversity, the president of Clickshare Service Corp. said on Wednesday.

Clickshare is a development-stage, privately funded technology company which owns rights to an Internet distributed user-management system. The patent-pending system enables micropayments and other services. The full statement by the company's president and co-founder, William P. Densmore Jr., appears below.

"The award on March 3 of the last of three patents to Open Market Inc. is a welcome development because it tends to confer credibility on a whole class of transaction technologies -- those which leverage the distributed diversity of the Internet rather than try to close it.

"Corporate technology managers and publishers are confused by the claims and features of different vendors. The U.S. Patent and Trademark Office examiners, while themselves overwhelmed with filings, are nonetheless a corps of unbiased technical analysts whose only goal is to recognize novel and useful inventions. This helps the marketplace to separate valid products from vaporware and potential standard-bearers from position seekers. In the Internet environment, this may be more valuable to the patent holder than license fees or royalties.

"The Open Market patents, at first blush, do not appear to be so broad as to foreclose other approaches to Internet commerce. Rather, they signal that in the Wild West environment of the Internet, good ideas don't all come from large corporations.

"Clickshare's Token Validation Service (TVS), engineered in 1994 and 1995 and subject of a pending patent application, is a compatible and collaborative technology which enables information micropayments, personalization, resource access control and audience measurement. It vests a user with a Digital Calling Card (SM) which can be used for one ID, one password access to multiple web sites. It allows consumers to have credit, but remain anonymous, and respects privacy by requiring no central names database.

"Most important, TVS allows affiliated publishers and consumer billing agents such as ISPs, banks, telcos and retailers to make money -- by exchanging users and links just as wholesalers and retailers help each other execute physical commerce."

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Editor's Note: Open Market's news release may found at:  
<http://www.openmarket.com/releases/3patents.htm>

Clickshare Service Corp.'s home page is at:  
<http://www.clickshare.com/>

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## Clickshare seeks partners for patent-pending micropayments and user-managment technology

WILLIAMSTOWN, Mass., Oct. 13, 1998 -- Clickshare Service Corp. is seeking strategic allies, equity investors and licensees to assist in the commercialization of its patent-pending Internet subscription, microbilling and distributed user- management system.

"We are aggressively seeking partnerships with one or more technology companies, publishers and audience owners such as banks and ISPs to me the Clickshare technology rapidly into the marketplace," said said Bill Densmore, president and co-founder of Clickshare.

A six-month prototype demonstration of the Token Validation Service technology involved nearly 2,000 users. Marketed as the Clickshare Service, TVS was tested with three publishers: The American Reporter, Studio Briefing and The Christian Science Monitor.

Clickshare is now seeking a patent for TVS. "We believe the service constitutes a novel application of technology to the problem of how to make the Internet commercially viable," said Densmore.

So far, consumer web publishers have tried to become profitable on advertising alone. Increasingly, they are viewing micropayments and personalized information delivery as essential to boosting revenues -- but few sites have actually ramped up such services.

"We regard TVS as a vital service -- because it offers an infrastructure for tagging and identifying Internet users for a variety of purposes -- as required for Internet information commerce to become mainstream," said Densmore. "There are many publishers and equity partners who have looked at what we have and may want to play a role in bringing it to market."

Parties interested in trialing or licensing the TVS technology should contact Clickshare Service Corp. [413-458-8001 or [corp@clickshare.com](mailto:corp@clickshare.com)] to obtain an information packet and arrange for a demonstration.

### About the Clickshare Service (TVS)

Clickshare is a client-server based, distributed user-management system for Internet commerce. It enables aggregation of content subscriptions, micropayments, audience measurement by identified user, personalization using a "reverse cookie" approach and Web-site access control. Clickshare employs "Digital Calling Card (SM)" technology which allows users to view and purchase information at multiple, independent web sites using a single ID and password. It enables sale of information "by the click" down to 10 cents per item. TVS requires no special end-user software. More information about TVS may be found at: <http://www.clickshare.com/>. "Clickshare" is a registered servicemark of

Clickshare Service Corp.

**About Clickshare Service Corp.**

Clickshare Service Corp. [[www.clickshare.com](http://www.clickshare.com)], was formed in 1997 to acquire technology developed by two affiliated companies, Newshare Corp. and Clickshare Corp. The company is researching ways for publishers to enter the next century by profitably sharing users and information. The TVS/Clickshare technology is the first spinoff of its efforts. Clickshare Service Corp. is privately held and funded and has strategic relationships with Massachusetts Ventures Inc., the Applied Computing Systems Institute of Massachusetts Inc. and the University of Massachusetts Isenberg School of Management.

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